

Anytown DMA Ford Automotive Facts



Demographics of Ford Owners - Anytown DMA

About 201,800 households in the Anytown DMA own or lease some type of Honda vehicle.

They are:

- Ages 35+
- College educated
- Professionals

Gender

Men	39 %
Women	61

Age

18-24	7 %
25-34	16
35-44	18
45-54	17
55-64	17
65+	25

Median Age

51

Education

College degree +	30 %
Some college	31
High school or less	39

Employment/Occupation

White collar	40 %
Sales/Office	14
Service	9
Retired	28
Other	9

Annual Household Income

Less than \$25,000	17 %
\$25,000-\$34,999	15
\$35,000-\$49,999	23
\$50,000-\$74,999	20
\$75,000 or more	25

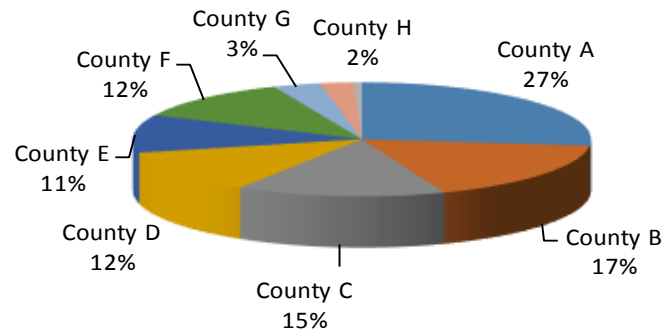
Average Income

\$59,200

Homeowners:

Own	71 %
Rent/other	29

Ford Owners by County in Anytown DMA



About **44%** of the households in County A and B own or lease some type of Ford vehicle.

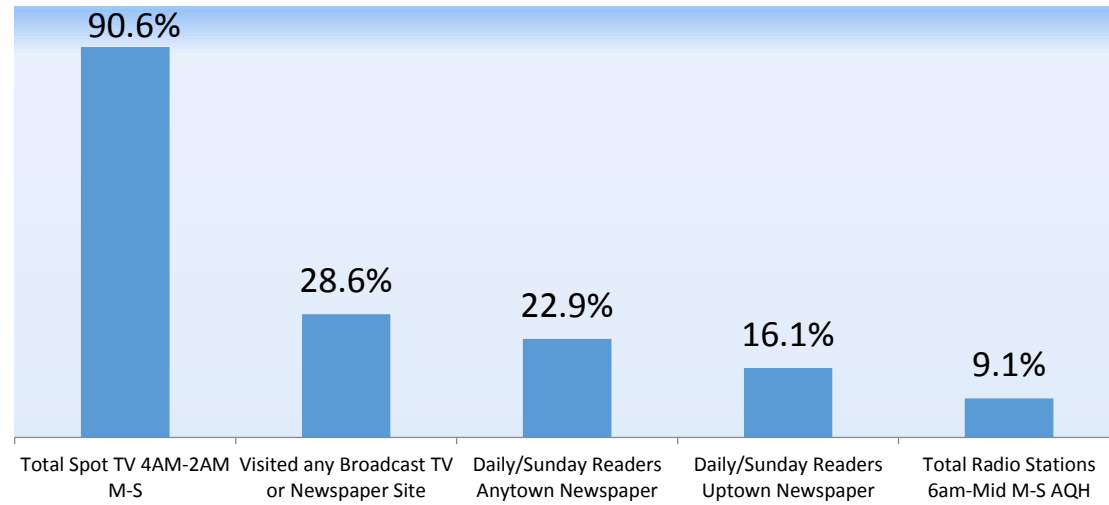


Ford Advertising Facts

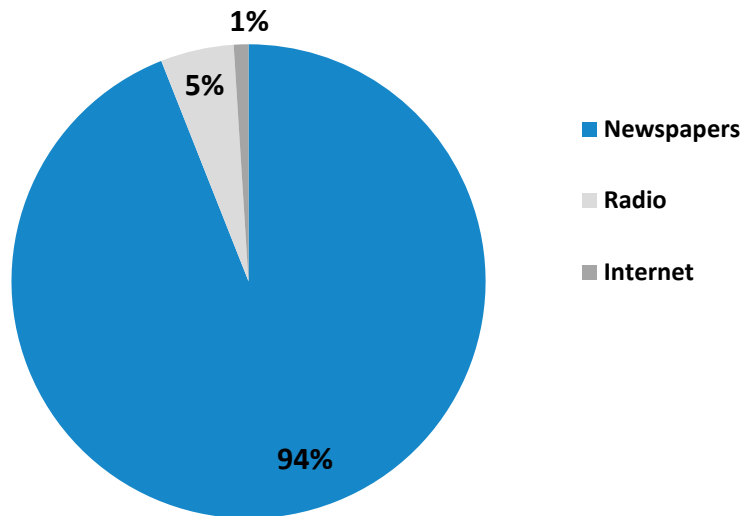
Between January – November 2014:

- Ford Dealer A spent 94% of their advertising dollars on newspaper and the remaining 6% on radio and the Internet.
- While Ford Dealer B spent 66% of their advertising dollars on Broadcast TV, 23% in radio and only 9% in newspaper.
- According to a recent Scarborough Study, 9 out of 10 or 91% of Ford Owners can be reached through Spot TV more than any other medium.
- So which Ford Dealer is more likely to get their ROI?

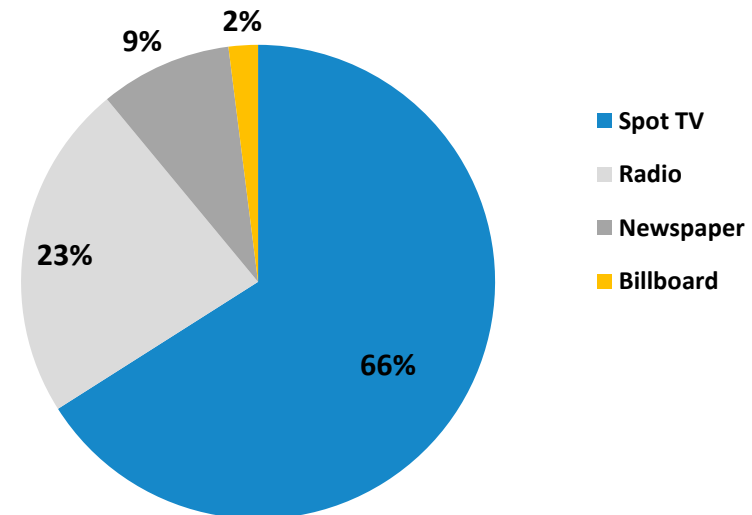
Ford Owners Weekly Media Reach



Ford Dealer A Advertising Spending between Jan-Nov 2014

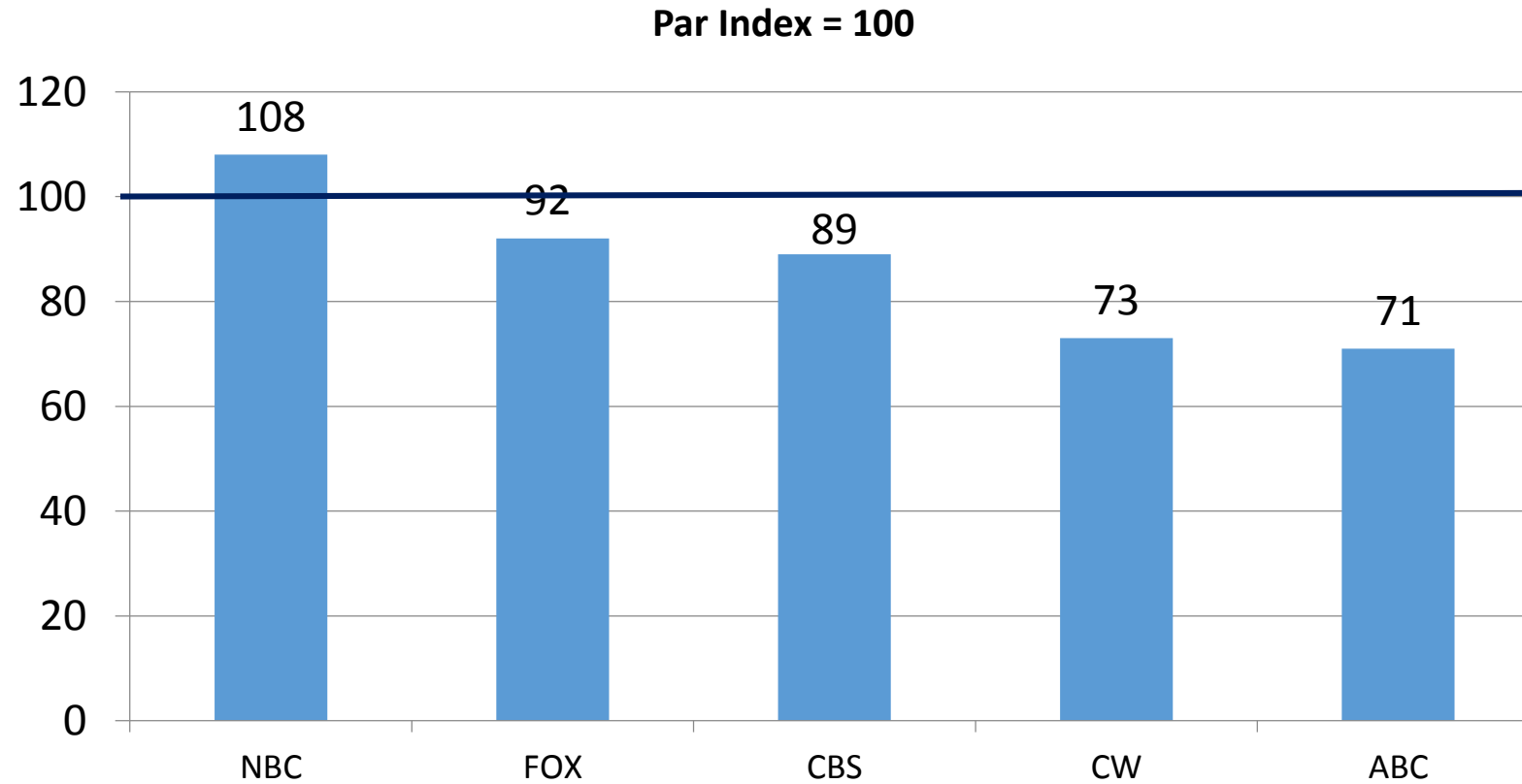


Ford Dealer B Advertising Spending between Jan-Nov 2014



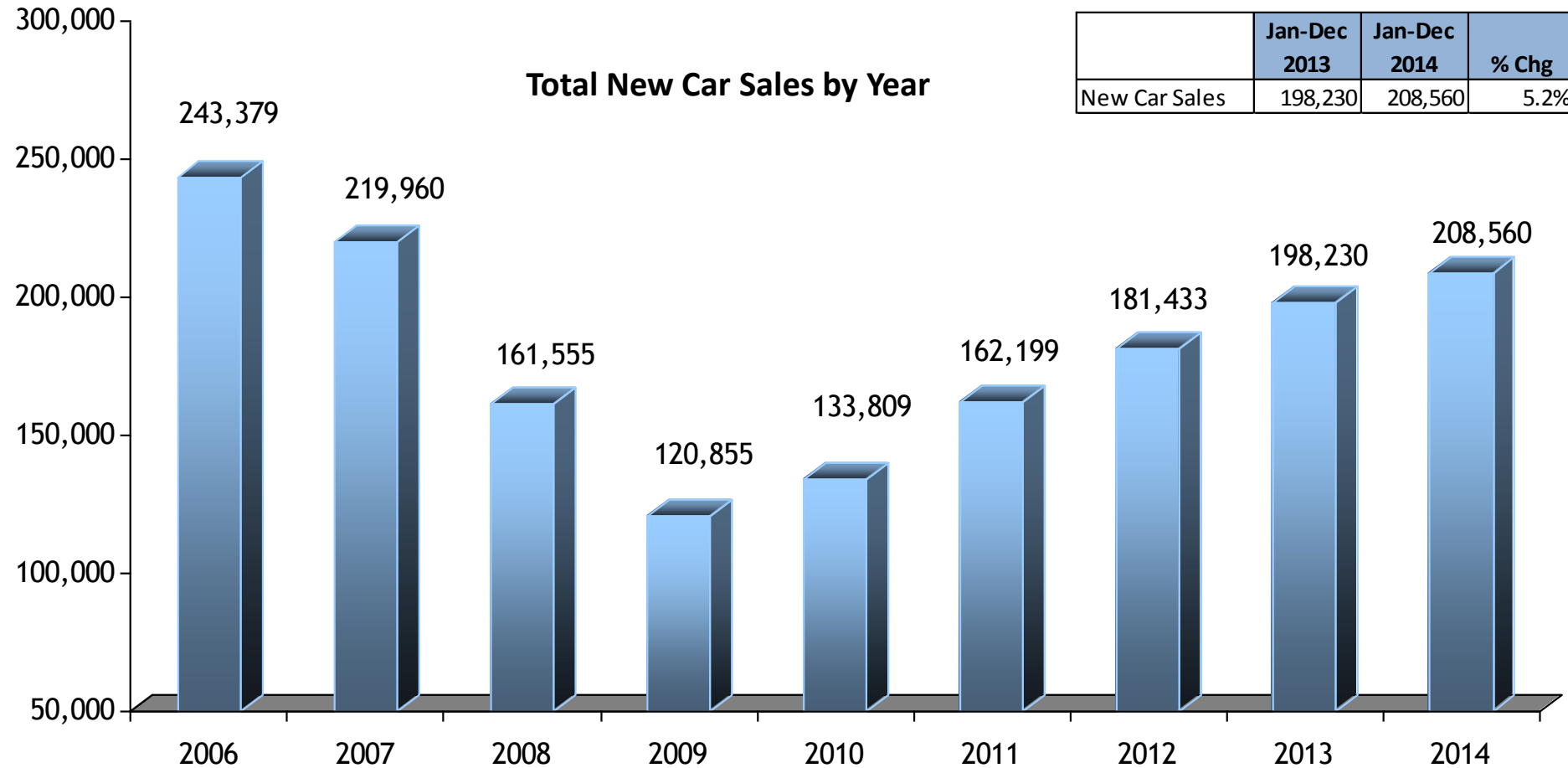
TV Station Watched Most By Future New Car Buyers

- Adults in the Anytown area who plan to buy a new vehicle in the next twelve months are more likely to watch **NBC** from sign-on to sign-off than any other broadcast station!



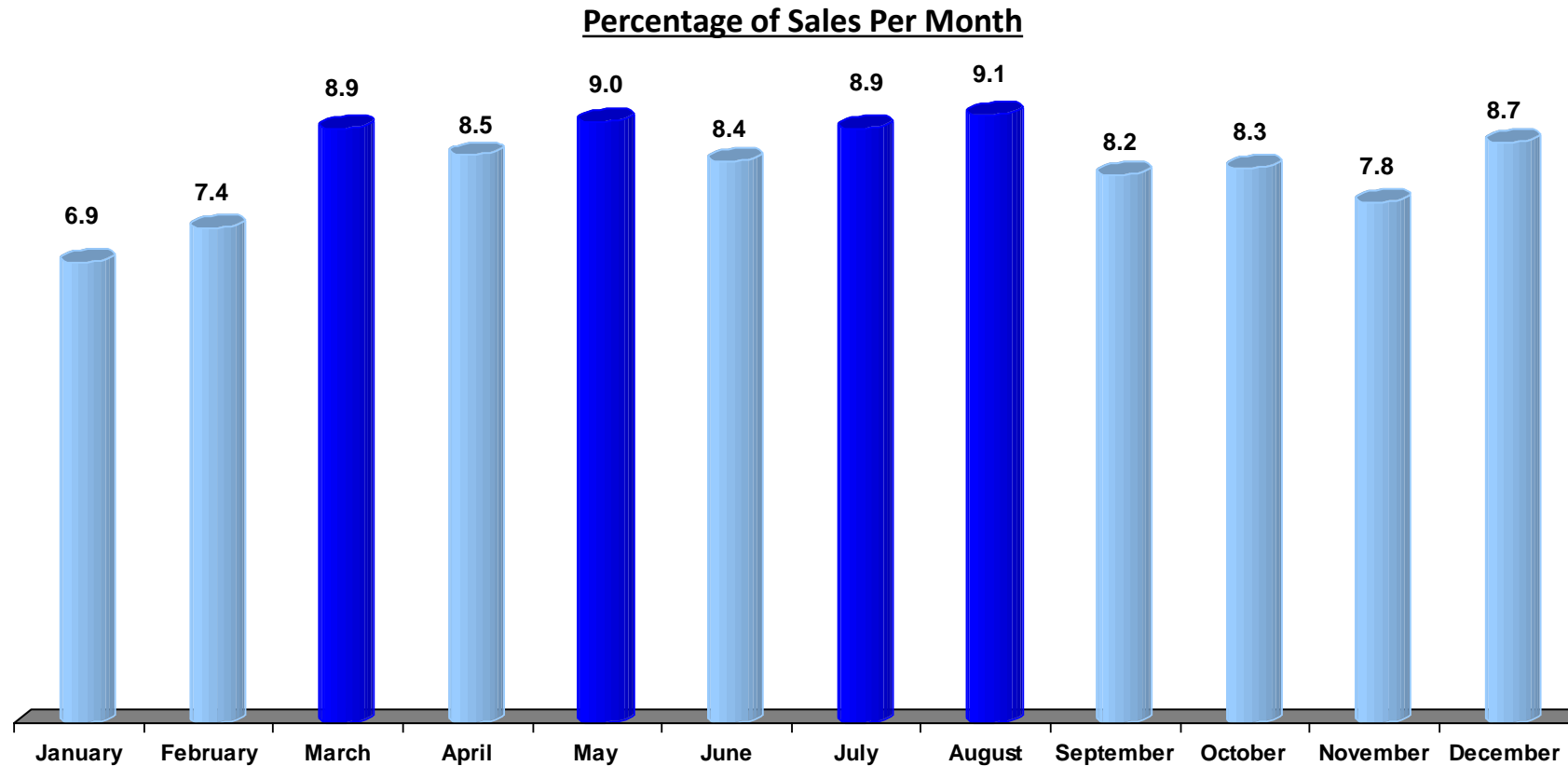
Anytown DMA New Auto Sales Trend

Total new auto sales declined significantly in 2009 to an all time low of 120,855. In the next five years new car sales increased by an average of 12%. By the end of 2014 new auto sales increased 73%. Year-over-year new auto sales were up 5.2% from last year.



Automotive Dealers Best Months For Advertising

In 2014, Auto sales were the highest during the months of **March, May, July and August** – and the best months for advertising!



Automotive Ad Spending Projections 2012 - 2017 Share By Medium - Anytown DMA

In 2012, Newspapers and Online contributed to **67%** of the share by Automotive ad spending and is projected to dominate **81%** of the share in 2017

Ad Spending Data in \$Millions

Media	2012 Ad Spending	% Share	2017 Ad Spending	% Share	Diff	% Chg
Cable TV	\$ 3.645	3.7%	\$ 4.633	2.5%	\$ 0.988	27.1%
Cinema	\$ 0.743	0.7%	\$ 1.687	0.9%	\$ 0.944	127.1%
Direct Mail	\$ 4.086	4.1%	\$ 3.744	2.0%	\$ (0.342)	-8.4%
Directories	\$ 2.354	2.4%	\$ 2.060	1.1%	\$ (0.294)	-12.5%
Local TV Stations	\$ 4.405	4.4%	\$ 4.452	2.4%	\$ 0.047	1.1%
Newspaper	\$ 27.748	27.9%	\$ 29.719	16.2%	\$ 1.971	7.1%
Online	\$ 38.866	39.1%	\$ 119.058	65.1%	\$ 80.192	206.3%
Out of Home	\$ 0.430	0.4%	\$ 0.497	0.3%	\$ 0.067	15.6%
Other Print	\$ 4.104	4.1%	\$ 3.208	1.8%	\$ (0.896)	-21.8%
Radio	\$ 12.010	12.1%	\$ 12.759	7.0%	\$ 0.749	6.2%
Telemarketing	\$ 1.020	1.0%	\$ 1.160	0.6%	\$ 0.140	13.7%
Total	\$ 99.411	100.0%	\$ 182.977	100.0%	\$ 83.566	84.1%